



## **TRANSIT PLANNING & OPERATIONS COMMITTEE**

Wednesday, January 17, 2007

### **MINUTES**

#### **1. CALLED TO ORDER**

The Regular Meeting of the Transit Planning and Operations (TP&O) Committee was called to order at 3:35 p.m. by Chairperson Sandoval in Conference Room B-104, Valley Transportation Authority, 3331 North First Street, San Jose, California.

Chairperson Sandoval welcomed Member Sellers as the new appointee to the TP&O Committee.

#### **ROLL CALL**

##### **Members Present**

Dean Chu, Vice Chairperson  
David Cortese  
Dolores Sandoval, Chairperson  
Greg Sellers

##### **Members Absent**

##### **Alternates Present**

None

##### **Alternates Absent**

Dominic Caserta  
Judy Chirco  
Kathleen King  
Al Pinheiro

\*Alternates do not serve unless participating as a Member.

**A quorum was present.**

#### **2. PUBLIC PRESENTATIONS**

There were no Public Presentations.

#### **3. ORDERS OF THE DAY**

Chairperson Sandoval requested that the following Agenda Item be taken out of order upon the arrival of additional members: **Item #4.** Approve the Minutes of November 15, 2006.

**M/S/C (Chu/Sellers)** to accept the Orders of the Day.

**NOTE:** M/S/C MEANS MOTION SECONDED AND CARRIED AND, UNLESS OTHERWISE INDICATED, THE MOTION PASSED UNANIMOUSLY.

## CONSENT AGENDA

M/S/C (Chu/Sellers) to approve the Consent Agenda as amended.

### 5. 2007 Transit Planning and Operations Committee Meeting Schedule

M/S/C (Chu/Sellers) to approve the 2007 Transit Planning & Operations Committee Meeting Schedule.

Member Sellers noted that Morgan Hill City Council meeting dates may conflict with the Committee dates. He further stated that he would work with City staff to avoid meeting times that will conflict with the TP&O meeting schedule.

Member Chu noted that he has a conflict with the March 14, 2007 meeting date and will not attend the meeting. Chairperson Sandoval requested that staff investigate other possible dates for the March meeting.

### 6. Bicycle Racks on Light Rail Vehicles

M/S/C (Chu/Sellers) to receive a report on Bicycle Racks on Light Rail Vehicles.

Chairperson Sandoval thanked staff for moving this item forward and expressed her appreciation for the Bicycle and Pedestrian Advisory Committee's participation in the process.

## REGULAR

### 7. Report from January 10, 2007 Committee for Transit Accessibility (CTA)

Chairperson Sandoval introduced CTA Committee Chairperson Randy Tamez. CTA Chairperson Tamez highlighted the CTA's position on the Metropolitan Transportation Commission's (MTC) Translink project and stated that the Committee is concerned with visual and print disability access to onboard point of sale machines. He further requested that VTA not participate in the Translink effort until these issues are addressed by the MTC.

CTA Chairperson Tamez also stated a concern with VTA's reporting of paratransit costs in FTA's National Transit Database (NTD) and asked Board Assistant Michael Diaresco to read the following statement on his behalf: "CTA has been working with financial staff requesting transparent information on NTD reporting for months now. CTA has received little and quite confusing financial information, as it relates to NTD paratransit costs. The CTA is requesting that VTA financial staff explain in full, exact cost allocation pools, methods for distribution direct and indirect costs, with explicit details on expenditures within those cost allocations. CTA is simply looking for transparency, accountability, in reporting financial matters. CTA understands this topic may be addressed in the financial studies going on now and looks forward to more information on the topic."

Michael Burns, VTA General Manager, addressed CTA Chairperson Tamez's concerns about Translink and stated that he still supports continued participation in the Translink effort. Mr. Burns also noted that he was aware of CTA's concerns with the NTD and stated that he will await the results of the organizational audit to determine how to address these issues.

At the request of Chairperson Sandoval, Mr. Burns stated that he would meet with Chairperson Tamez to discuss these issues further.

**On order of Chairperson Sandoval**, there being no objection, a report regarding the January 10, 2007 CTA Meeting was received.

**8. Zero Emission Bus (ZEB) Demonstration Program Update**

Michael Hursh, Deputy Director Maintenance, presented a report titled "Zero Emission Bus (ZEB) Program Status, California Air Resources Board (CARB) Regulation Changes" highlighting: 1) CARB Regulation: February 2000; 2) Demonstration Program; 3) National Renewable Energy Laboratory; 4) ZEB Bus Performance; 5) 2006 CARB ZEB Regulation Changes; 6) Advanced Demonstration Requirements; 7) Capital Cost Estimate; and, 8) Potential Funding.

Member Chu queried about fuel efficiency and asked if the loss of hydrogen in the refueling process is factored into the ZEB bus performance. Mr. Hursh responded that this loss is taken into consideration and stated that an onsite refueling station will minimize the loss.

Member Sellers queried about whether the presence of an onsite refueling station will improve reliability. Mr. Hursh responded that newer bus technology will improve reliability.

Member Sellers inquired about the \$26.2 million bus cost estimate and requested clarification on how many buses this figure represents. Mr. Hursh responded that the estimate is a combination of the costs necessary to retrofit existing buses and purchase new buses.

Chairperson Sandoval inquired about whether the current ZEB bus fleet does not qualify under the new ZEB regulations because they are older technology buses and asked what the VTA will do with the current buses. Mr. Hursh responded that while the VTA could continue to use the current ZEB bus fleet, it would cost more to retrofit the existing fleet as compared to purchasing new buses. He further stated that VTA will continue to run existing ZEB buses until the cost to maintain the buses exceeds the cost to repair the buses.

**On order of Chairperson Sandoval**, there being no objection, a report regarding the ZEB Demonstration was received.

**9. Transit Sustainability Policy and Service Design Guidelines**

Chris Augenstein, Transportation Planning Manager, presented a PowerPoint presentation highlighting: 1) Background; 2) Key Events Timeline; 3) Purpose and Need; 4) Research; 5) Transit Sustainability Policy (TSP) Structure; 6) TSP Goals and Core Principles; 7) Service Design Guidelines (SDGs); 8) TSP Process; 9) TSP Applications; and, 10) Next Steps.

Chairperson Sandoval referenced the TSP Process and asked what staff defines as involvement by local jurisdictions. Mr. Augenstein stated that once the policy is adopted staff will have a better mechanism to interact with local jurisdictions when VTA looks to develop new service or make service changes.

Member Chu referenced a conversation he had with City of Sunnyvale Planning Department staff and asked if the Technical Advisory Committee (TAC) has reviewed this item. Mr. Augenstein responded that the TAC has reviewed this item and noted that he has read city staff's belief that the TSP is about VTA mandating land use standards. He further stated that the comment was incorrect and noted that the policy is about ridership and does not mandate any land use standards.

Chairperson Sandoval asked if TAC members share the concerns of Sunnyvale that the TSP is a land use policy versus a ridership policy. Mr. Augenstein responded that he has not received such comments and noted that most questions were in reference to statements in the design guidelines.

Member Sellers commented that he has a concern that the new policy could impact transit service provided to his city because it may not meet specific ridership standards. Mr. Augenstein stated that the policy will not seek to remove services from a specific community, but will attempt to design better service. He further stated the policy will contain a multi-step process to improve services that may not meet ridership standards.

Member Cortese took his seat at 4:13

Michael Burns, General Manager, referenced Member Sellers comments and noted that it highlights the critical point of the policy. He stated that the key component of the policy is that services should meet certain thresholds.

Chairperson Sandoval queried about whether the Policy Advisory Committee (PAC) will again review the policy to provide them with a better understanding of the policy. Mr. Augenstein responded that staff does not plan to go back to PAC, but is open to providing educational sessions to any city that requests a presentation.

Chairperson Sandoval stated that she will request that the PAC have more involvement with the process when this item goes before the Board of Directors in February.

**M/S/C (Chu/Sellers)** to recommend to the Board of Directors that they adopt the Transit Sustainability Policy and Service Design Guidelines.

**The Agenda was taken out of order**

**4. Minutes of November 15, 2006**

**M/S/C (Cortese/Chu)** on a vote of 3 ayes, to 0 noes, to 1 abstention to approve the Minutes of November 15, 2006. Member Sellers abstained.

**10. Comprehensive Operations Analysis Workshop**

Kevin Connolly, Transportation Planning Manager, presented a PowerPoint presentation highlighting: 1) Work Program; 2) Revised Schedule; 3) Current Status; 4) Proposed Core Service Area; 5) Market Analysis; 6) On-board Survey: Key Findings; 7) Service Evaluation; 8) Rider Demographics; 9) Travel Characteristics; 10) Understanding Traveler Attitudes; 11) Attitude-Based Survey Results; 12) Grouping Statements into Factors; 13) Seven Key Transportation Factor; 14) Market Segmentation Analysis Findings; 15) Market Share; 16) Competitive Positioning Transit; 17) Transit Competitive Factor; and, 18) Next Steps.

Mr. Connolly noted a modification to the schedule that would move the Phase I service implementation from July 2007 to January 2008. This will allow staff to complete more outreach and allow them to work with cities and jurisdictions. The revised schedule calls for the presentation of a Draft Service Operating Plan to the TP&O Committee in March 2007, a Board of Directors workshop in May 2007, and a final action by the Board of Directors in September 2007.

Mr. Burns referenced Mr. Connolly's comments and noted that the schedule change is driven by the need to complete more public outreach. He also noted that staff still expects to implement Community Bus in Morgan Hill and Gilroy by July 2007.

Chairperson Sandoval noted that many members of the Board of Directors will term out in January 2008. She expressed her desire that the current Board of Directors has the chance to approve the plan and have their comments incorporated into the proposed plan. Mr. Burns responded that the schedule calls for Board action by September 2007 with implementation of changes in January 2008.

Mr. Connolly noted that the Transit Competitive Factor is a combination of Trip Purposes, Customer Types, and Transportation Land Use Factors. He referenced a map highlighting the origins and destinations of transit trips.

Member Chu referenced the Origins map and requested clarification on whether certain areas on the map represented Downtown Los Altos, DeAnza College, and West Valley College. Mr. Connolly affirmed Member Chu's comments and noted that every college in Santa Clara County is included in the Origins map.

Member Chu left his seat at 4:46

Member Sellers noted that the COA will focus service in the core population area and stated his appreciation for the maps that were included in the presentation.

Martin Bishop, Interested Citizen, commented that rider satisfaction is the core of his objection to the four-way tie-down restraint for mobility devices. He stated that it delays routes and impacts the ability of passengers to make their connections. He requested that the VTA complete a financial impact study that takes into consideration operator's workers' compensation claims, cost of repairs to damaged wheelchairs, and delays in bus

schedules. He also requested that the TP&O place his request for a financial impact study on the Administration and Finance (A&F) Committee agenda. He submitted a two-page letter highlighting the work he has done to date and that formally noted his requests.

Chairperson Sandoval stated that she will follow-up with the General Manager about Mr. Bishop's concerns. She stated that she would not request the A&F Committee to place the financial impact study on their agenda. She also suggested that Mr. Bishop present his concerns to the Committee for Transit Accessibility and request their support for his suggested solution. Lastly, she stated that she will not recommend that the Board consider changes to the current securement device policy.

Member Cortese stated that Mr. Bishop should make his request for time on their agenda directly to the A&F Committee. He also requested that staff provide an informational memo responding to the issues presented by Mr. Bishop.

**On order of Chairperson Sandoval**, there being no objection, the Committee received the Comprehensive Operations Analysis Workshop.

## **OTHER ITEMS**

### **11. Monthly Ridership and Fare Revenue Performance Report**

Joonie Tolosa, Senior Manager Analyst, presented a report highlighting: 1) 4.3% increase in system ridership during December 2006; 2) 8.8% increase in system ridership Fiscal Year to Date; 3) 6.9% increase in average weekday system ridership; 4) 2.5% increase in average weekday bus ridership; and, 5) 24% increase in average weekday light rail ridership. He noted that bus ridership for December 2006 is down 0.3% due to difference in weekdays in December 2006 compared to December 2005. He stated that factoring in this difference will show a 1.9% increase in bus ridership

Mr. Tolosa also presented a report highlighting fare revenues and noted: 1) Fare Revenues in December 2006 are down 2.4%; 2) Fare Revenues Fiscal Year to Date are up 2.5%; 3) Average Fare per Boarding in December 2006 was down 6.3% and, 4) Average Fare per Boarding Fiscal Year to Date is down 5.9%.

**On order of Chairperson Sandoval**, there being no objection, the Committee received the Monthly Ridership and Fare Revenue Performance Report.

### **12. Quarterly Marketing Report and Presentation, Q2, FY 2006-2007**

Bernice Alaniz, Deputy Director of Marketing and Public Affairs, presented a PowerPoint presentation highlighting: 1) Marketing Goal; 2) Strategies; 3) 8-Hour Excursion Pass; 4) Gas Price Promotion; 5) Young Adult Entertainment/Commute Campaign; 6) Advertising; 7) Corridor Promotions; 8) Partnerships; and, 9) Other Initiatives.

Chairperson Sandoval inquired about a flier that was distributed at the meeting entitled "Does this look familiar" and asked how the 13,000 households who received the flier were chosen. Ms. Alaniz responded that households were chosen based on some of the

findings of the Market Segmentation Analysis and the on-board survey. She also stated that staff identified high density communities with young adults between the ages of 25-35 in close proximity to bus and light rail service.

Chairperson Sandoval inquired about how many people used the free New Year's Service. Ms. Alaniz responded that 15,000 individuals utilized the free service.

Member Sellers inquired about the 13,000 households who received fliers and asked if only households with young adults between the ages of 25-35 were sent a flier or did all households in the identified area receive a flier. Ms. Alaniz responded that staff utilized data from the mailing service database and the distribution not based on census information.

**On order of Chairperson Sandoval**, there being no objection, the Committee received the Quarterly Marketing Report and Presentation, Q2, FY 2006-2007.

**13. Monthly Legislative Matrix**

**On order of Chairperson Sandoval**, there being no objection, the Committee reviewed the Monthly Legislative Matrix.

**14. Items of Concern and Referral to Administration**

Chairperson Sandoval inquired about the San Jose Sharks bus service and requested an update on the discussions with San Jose Sharks management. Dan Smith, Chief Operating Officer and Committee Liaison, responded that shuttles were only available during the preseason. Mr. Smith further noted that in place of the shuttle service, VTA has added special trains on the Vasona Light Rail Line to compensate for the additional crowds.

Member Cortese noted that he received correspondence from an employee at Hitachi Corporation in the Evergreen area of San Jose asking whether VTA will provide shuttle service to the Hitachi site. Bill Capps, Service and Operations Manager, responded that VTA staff has communicated with Hitachi staff about such a service. He noted that there were issues with security at the site. Mr. Smith suggested that Member Cortese forward the information to staff for follow-up.

**15. Committee Work Plan**

Chairperson Sandoval queried if the February 14, 2007 TP&O meeting date was acceptable to Committee members. She requested that Committee members forward any potential conflicts with meeting dates as soon as possible.

Member Sellers noted a potential conflict with the March 14, 2007 meeting date.

**On order of Chairperson Sandoval**, there being no objection, the Committee Work Plan was reviewed.

**16. Committee Staff Report**

Dan Smith, Chief Operating Officer and Committee Liaison, reported the following: 1) The County Office of Emergency Services (OES) declared a state of emergency beginning on January 11, 2007 due to cold weather conditions. VTA assisted by allowing homeless individuals to board buses without paying a fare from 6:00 p.m. to 7:00 a.m.; 2) VTA provided a coach on stand-by to shuttle overflow passengers between homeless shelters when requested; 3) VTA operated the articulated buses on Route 22; and, kept operators on stand-by in the event overcrowding occurred at the shelters that would require the transport of homeless individuals to other shelters. He noted that VTA received a call from OES on January 15, 2007 requesting assistance to transport a disabled person in a wheelchair in need of assistance at the Sunnyvale warming facility.

Mr. Smith noted that on the weekends of January 27 and 28, 2007 and February 3 and 4, 2007 from 6:00 a.m. to 6:00 p.m. each day the northbound tracks between the Tamien and Virginia stations will be out of service. This should have no scheduling impact and platform ambassadors will be at each platform and operators will announce which side to board and leave the vehicle at each station.

Mr. Smith announced that the mobility device securement policy has been implemented and issues have been minor. He also announced that VTA has graduated the first class of Community Bus Operators on January 12, 2007.

Mr. Smith stated that VTA staff will install two canopies at the San Antonio station southbound and northbound platforms. He further stated that CCTV's for the Downtown Santa Clara station has been funded and will be up and running when the station reopens after five months of ADA renovations.

**On Order of Chairperson Sandoval**, there being no objection, the Committee Staff Report was received.

**17. Chairperson's Report**

There was no Chairperson's Report.

**18. Determine the Consent Agenda for the February 1, 2007 Board Meeting**

**CONSENT:** None

**REGULAR: Item #9.** Adopt the Transit Sustainability Policy and Service Design Guidelines.

**19. Announcements**

There were no Announcements.

**20. Adjournment**

**On Order of Chairperson Sandoval**, there being no objection, the meeting adjourned at 5:19 p.m.

Respectfully submitted,

Daniel Murillo, Assistant Board Secretary  
VTA Board of Directors